

**ABSTRACT**

Insulating packaging material is positioned around a product, including 1-ply, 2-ply, or 3-ply material. Some of the embodiments include a layer of bubble wrap material having its bubble side placed against the flat side of the adjacent ply, which can be metalized plastic film, a foam layer, or both. With such an arrangement, air pockets are formed between the bubbles and the other ply's flat surface. A separate layer of bubble wrap may be similarly placed about the interior of the box. A system for delivering perishable groceries includes a box; a source of cold (or heat) maintaining the temperature inside the box within a desired temperature range, and using a pouch of packet material. Each packet may contain a super-absorbent polymer which is hydrated and then either frozen or heated, without producing moisture when thawing or cooling.